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VOL. 2—NO. 23

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, April 25, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

Rapid Transit Day

BAND CONCERTS

DANCING AND FIREWORKS

FEATURE ATTRACTIONS

Secretary Turner B. Kline, of the temporary managing committee recently appointed for the promotion of a big beach celebration on Sunday, May 4, announces that "RAPID TRANSIT DAY" has been chosen as the title of the festival to mark the

inauguration of the new fast electric line to the beaches.

Sub-committees have been appointed for perfecting details of the great community celebration, and Wilbur Ross of the Community Service forces has been chosen as director of events for the holiday affair. There will be something doing every minute, when the immense crowds travel beachward on the fine new electric cars May 4.

Cold, Refreshing DRINKS at city prices at our NEW SANITARY FOUNTAIN.—O. B. Pharmacy.

It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton Bldg., Fifth and C. Phone 644-27.

"Clean Up" Campaign

SPECIAL MEETING

CHAMBER OF COMMERCE

FOR GOOD PURPOSE

When one invites folks on a special visit it is generally customary to put everything in the proverbial apple-pie order for their reception, and the same procedure should be followed by communities.

Ocean Beach has extended an invitation to everybody, here, there and everywhere to join in the general jubilee on "Rapid Transit Day," Sunday, May 4.

So let's clean up for the great occasion.

If this one and that one, individu-

ally and collectively, will get busy with the shovel and the hoe and the rake and the broom, the entire beach district can be put into very presentable shape.

Goodness knows a regular old-fashioned cleaning up is badly needed.

Let civic pride hold sway.

And with this in view a special meeting of the Chamber of Commerce has been called for this evening (Friday) at the Congregational Church for the purpose of furthering a clean-up campaign next week.

Everybody is invited. Be there.

Let's CLEAN UP!

Mothers' Day Cards at FROIDE'S, opp. P. O.

THE BEAUTY SHOP
Phone Point Loma 63-W.

N. Bargman's Great Wheel

SAFETY ASSURED

IN NEW EXHILERATING

BEACH ATTRACTION

A huge five-pointed star in a brilliantly lighted wheel, fifty feet high, now forms the cynosure of all eyes during the evening hours at Ocean Beach. Pointed in shiny silvery colors, it is also a picturesque magnet by day, as it slowly whirls in the air with car loads of delighted sight-seers.

The new and costly Ferris wheel is now in operation, and has been carefully and solidly constructed under the immediate supervision of the proprietor, N. Bargman, who has sagely adopted "Safety First" as his motto. The comfortable compartments for passengers are equipped with automatic locks of the latest pattern and are screened with heavy wire. The entire structure is built of steel and rests on concrete foundations.

The wiring and other electrical work has been expertly done by Cecil O. Carl, who is without a peer in his particular line, and the beautiful big wheel is a resplendent proof of his conscientious handiwork, in which he was ably assisted by his brother, Donald D. Carl. The fence guards and like adjuncts have been well constructed by C. J. Blohm, who has been engaged by Mr. Bargman to superintend the operation of the wheel.

Mrs. Bargman will preside in the attractive box office, while Mr. Bargman will give his personal attention to the comfort, safety and general satisfaction of all patrons.

A ride on the new big wheel affords a fine view of the beaches and surrounding territory.

SHERWIN-WILLIAMS PAINTS—San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

CHICAGO LIKES

"LOMA LORE" SERIES

IN THIS PAPER

Miss Ellen Anderson has sent her yearly subscription to "The Beach News" from her address in Chicago and states that she does not wish to miss any of Mrs. Winifred Davidson's interesting articles on "Loma Lore."

GRAND PARADE

TO HONOR VETERANS

EARLY IN MAY

Mayor John L. Bacon is to be the Grand Marshal of the big parade on Thursday, May 15, featuring the encampment of the Grand Army of the Republic to be held in San Diego during that week. Arrangements for the parade are being made by the San Diego Post, American Legion, under the direction of Colonel James McE. Huey of the Marine Corps.

The Woman's Relief Corps, the Ladies of the G. A. R., the Daughters of Veterans, the Sons of Veterans and the Sons of Veterans' Auxiliary are to hold simultaneous encampments with the G. A. R. during the week of May 12 to 17, and several thousand of delegates and visitors are expected in San Diego at that time.

Stationery Supplies, Froide's, op. P.O.

DANGEROUS CORNER

IN BEACH HIGHWAY

UNDER GUARD

During the time of heavy traffic and at all rush hours, motorcycle patrolmen will be on duty regularly hereafter in the vicinity of the intersection of California and Pierce streets. The intersection is also the junction of the Ocean Beach road with the Pacific Beach highway and is recognized as a hazardous corner.

Kodak Films, FROIDE'S, opp. P.O.* | Kodak Finishing FROIDE'S op. P.O.*

Are You A 100% Beachite?

The gladsome spring is here, with summer just 'round the corner. And it's a very good time to start the ball of business a-rolling at the Beaches.

Are YOU a 100% Community citizen?

Do YOU patronize your community merchants?

Are YOU a booster of beach sports and amusements?

Do YOU employ local mechanics and workmen?

Are YOU a Subscriber to your Community paper?

Do YOU advertise your business in your local paper, which tells the world who, what and where you are, in season and out of season, 52 times in a year?

Are YOU a 100% member of your community in deed and in action, or do you just sign on the dotted line?

Do YOU believe in Co-operation for promoting the best interests of your community?

ALL such sterling qualities constitute a 100% citizen of any community!

Read this again. Think It Over. Classify Yourself.



EARLY REMOVAL

CONGREGATIONAL CHURCH

Rev. Frederick J. Stoetzel states that arrangements have been made for the early removal of the Union Congregational Church building from its present location on Santa Monica avenue to the new site recently acquired at the corner of DeFoe street and Santa Monica avenue. The church building will be placed on the lot facing DeFoe street and directly opposite the public school.

Cream Puffs, Cream Rolls, and Apple Turnovers—Special at the O. B. BAKERY, Saturday. Phone Pt. Loma 72-W.

"JACK" ELLIS BUSY

PAINTING RESIDENCES

T. J. Ellis has about concluded the interior decoration of the home of Mrs. S. M. Smith at 4826 Voltaire street, greatly enhancing the beauty of the residence. Contractor Ellis also has the job of painting two houses for Samuel Green on Thirtieth street.

Order your Certified BABY CHICKS now at O. B. Feed, Fuel and Express. Phone, Pt. Loma 20-W.

TEACHERS REVISING

COURSES OF STUDY

Revision of the curriculum in the city schools is under way with committees of teachers assisting in the work. The school superintendent states that the revision of the courses of study will be a continuous process, because changing demands made such a flexible procedure necessary.

OUTDOOR PLAYTHINGS

FEATURED AT PASSMORE'S

ALL-YEAR TOYLAND

Poets can tell of the twittering of the birds, the hum of the bees, the glorious sunshine and all that goes to make the sweet song of spring, but the happiest keynote for the young folks is struck most entrancingly at Passmore's All-Year Round Toyland on Sixth and B streets, San Diego.

Just at this season, the famous bird and toy store is stocked with a very inviting array of out-door playthings at prices within reach of all. A special feature is an attractive assortment of new juvenile automobiles, in all sizes for all ages; and there is also an abundant variety of air rifles, sail boats, coaster wagons, and the like. If you want to please the little ones, pay a visit to Passmore's.

EXTRA SPECIAL—For Saturday only—White Rose Potatoes, 10 lbs. for 25 cents, at the OMAHA MARKET, opposite Postoffice.

COUNTY TAXES

BECOME DELINQUENT AFTER NEXT WEDNESDAY

The second and final installment of county taxes is due and will become delinquent at 6 p. m. Monday, April 28th. There is still uncollected, according to Herbert Croghan, county tax collector, nearly three-quarters of a million dollars of the 1923-24 taxes. Those who neglect to pay before next Monday evening will be assessed an additional 5 per cent and advertising costs.

Read "Loma Lore" every week.

"LOMA LORE"

By WINIFRED DAVIDSON

Point Loma, California

Book rights reserved.

(Continued from last week)

THE TESTIMONY OF TREES

There were trees of old on Point Loma.

There were no trees here.

Between these opinions a rather wide chasm opens—to be filled or bridged or left as you find it, according to the liveliness of your personal interest in the matter.

If you have read that part of Vizcaino's Diary quoted by H. E. Bolton in his "Spanish Explorations in the Southwest," which tells of Point Loma's second discoverer's stay in this port, you are a believer in the existence of old trees. On the other hand, if you have had access to the translated portions of Cabrillo's log which deal with that earlier exploration, you at least wonder—were there trees, or was Point Loma then as it is now, treeless except in parts brought under cultivation?

Cabrillo's log omits the mention of trees. In Vizcaino's Diary we find this:

"The next day, Sunday . . . (as quoted previously in this series) . . . we arrived at a port, which must be the best to be found in all the South Sea. . . It has very good WOOD and water."

And further on he writes of sending Ensign Melendez ahead of the fleet when they were leaving San Diego bay, directing him to explore what we now call False Bay. Melendez reported that he had found a very large grove at an estuary; and in explanation of this Bolton says:

" . . . described by the Derrotero, pp. 167-168 as being a large bay . . . shallow at the entry but deep inside and that it has a great grove of trees on the east shore."

Well, the east shore of False Bay is part of Point Loma.

In Smythe's "History of San Diego" at pages 33 and 34 there are to be found most interesting comments on this subject.

Father Zephyrin Engelhardt in his "San Diego Mission" at page 6 quotes from the Torquemada manuscript:

" . . . the general ordered some men to go and examine a mountain (the end of Point Loma) which protects this harbor from the northwest wind; these men . . . found much live oak timber and other trees, such as the rock-rose and others resembling rosemary, besides some very odoriferous and wholesome plants."

The record left by Costanso, civil engineer and cosmographer of the Galvez expedition has this note:

"They went a matter of three leagues until they arrived on the banks of a river hemmed in on either bank by a fringe of willows and cottonwoods, very leafy."

Richard Henry Dana in his famous "Two Years Before the Mast" adds to the evidence this:

"At sunset (Friday, March 13, 1835) on the second day, we had a large and well wooded headland directly before us, behind which lay the little harbor of San Diego . . . (p. 118)."

Then later when he is describing the process of gathering wood for fires he says something which seems to contradict the early impression in regard to these Point Loma trees:

"Frequently we had to go nearly a mile from the handcart before we could find any fit place. Having lighted upon a good thicket, the next thing was to clear away the underbrush, and have a fair play at the trees. These trees are seldom more than five or six feet high and the highest that I ever saw in these expeditions could not have been more than twelve."

And yet later, he leads us back to our first impression of good-sized trees:

"These wooding excursions had always a mixture of something rather pleasant in them. Roaming about in the woods with hatchet in hand, like

a backwoodsman, followed by a troop of dogs . . . examining the various kinds of trees. . . I had left my companions and was beginning to clear away a fine clump of trees. . ."

That is the testimony of the old records. Mrs. Joseph Hilliard in her privately circulated manuscript, "A Few Chronicles of Point Loma," wrote:

"I have good proof of my own that there were trees at one time (on Point Loma) for I have seen the roots of them myself, and one was still standing in a valley below my home and to the north of it as late as 1894, but Mexican wood-gatherers cut it down, much to my disappointment."

In talking with Mr. Hilliard during this present spring of 1924, this last native tree was recalled as "a live oak—or it might have been what we call a sumac."

An acquaintance whose word I cannot doubt, told me that old Admiral Manny related to him certain incidents that had to do with trees here, "some of them as high as twenty-five or thirty feet." But Admiral Manny has long been dead, and he was an aged man when he made this statement, and there being no evidence corroborative it is simply inserted here to stand unsupported until perhaps some other far-reaching memory shall be stirred to confirm or deny it.

One of the former gardeners at the homestead declares that he has plowed into large roots of ancient trees, on that property on the ocean side of the Point.

Miss Mannix at the public library says that she recalls visiting as a little girl at a home on one of the ridges back of Loma Portal where there was exhibited a rustic bench large enough for two persons to occupy, which had been constructed of the very substantial roots of old trees.

This constitutes the data collected at the present time, and with these personal observations the matter is left to the investigation of others interested. There is a clump of elder at the entrance of Chicken Ranch canyon which is close to twenty feet high; in the arroyo that has been formed within the last twenty years through the lower part of this canyon a willow has sprouted and grown to a height of six or eight feet, and there stood below the March cottage in front on to within a year or so ago a sumac of about sixteen feet. If during one generation this natural growth of trees of considerable proportions has taken place—why, in all those undisturbed centuries that preceded the coming of the white man, why may there not have been trees; yes, forests? Perhaps more than one mighty grove has arisen and perished during the ages since this headland has been above sea level.

(Continued next week)

Picture Frames. FROIDE'S, opp. P. O.

BUILDING ORDINANCE

GETS COLD SHOULDER

FROM CITY DADS

Efforts of the city building inspector, Oscar Knecht, to have an ordinance passed requiring building contractors to take out municipal licenses, received a setback Monday, when the city council, with unfavorable comment, quickly "filed" several communications urging the passage of such a law.

"Before very long they would want a citizen to take out a license to build a chicken coop," was the comment of Councilman Weitzel.

It was suggested by some of the councilmen that it might be a good plan to compel contractors, who take out building permits, to put up a bond for faithful performance of the work.

Classified Ads Get Quick Results.

The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbs-Merrill Company)

(Continued from Last Week.)

"I'm glad you supported him," said the professor. "I'm glad to find you helping him."

"Really," protested Jennie, "I don't think myself—"

"What do you think of his notions?" asked the colonel.

"Very advanced," replied Professor Withers. "Where did he imbibe them all?"

"He's a Brown Mouse," said the colonel. "A phenomenon in heredity—perhaps a genius."

"Ah, I see," replied the professor. "a Mendelian segregation, you mean?"

"Certainly," said the colonel. "The sort of mind that imbibes things from itself."

"Well, he's rather wonderful," declared the professor. "I had him to lunch today. He surprised me. I have invited him to make an address at Ames next winter during farmers' week."

"He?"

Jennie's tone showed her astonishment. Jim the underling, Jim the off ox, Jim the thorn in the county superintendent's side, Jim the country teacher! It was stupefying.

"Oh, you mustn't judge him by his looks," said the professor. "I really do hope he'll take some advice on the matter of clothes—put on a cravat and a different shirt and collar when he comes to Ames—but I have no doubt he will."

"He hasn't any other," said the colonel.

"Well, it won't signify, if he has the truth to tell us," said the professor.

"Has he?" asked Jennie.

"Miss Woodruff," replied the professor earnestly, "he has something that looks toward truth, and something we need. Just how far he will



"I Have Invited Him to Make an Address."

go, just what he will amount to, it is impossible to say. But something must be done for the rural schools—something along the lines he is trying to follow. He is a struggling soul, and he is worth helping. You won't make any mistake if you make the most of Mr. Irwin."

Jim slipped out of a side door and fled. He started home, on foot as he had come. A mile or so out he was overtaken by the colonel, driving briskly along with room in his buggy for Jim.

"Climb in, Jim!" said he. "Dan and Dolly didn't like to see you walk."

"They're looking fine," said Jim.

There is a good deal to say whenever two horse lovers get together. But when Jim had alighted at his own door, the colonel spoke of what had been in his mind all the time.

"I saw Bonner and Haakon and Ez doing some caucusing today," said he. "They expect to elect Bonner to the board again."

"Oh, I suppose so," replied Jim.

"Well, what shall we do about it?" asked the colonel.

Jim was silent. Here was a matter on which he really had no ideas except the broad and general one that truth is mighty and shall prevail—but that the speed of its forward march is problematical.

"I think," said the colonel, "that it's up to us to see that the people have a chance to decide. It's really Bonner against Jim Irwin."

"What you need is a man to take that office away from Bonner."

"Well, I'm free to say I don't know that any one can, but I'm willing to try. I think that in about a week I shall pass the word around that I'd like to serve my country on the school board."

Jim's face lighted up—and then darkened.

"Even then they'd be two to one, Colonel."

"Maybe," replied the colonel, "and maybe not. That would have to be figured on. A cracked log splits easy."

(Continued next week)

The MECHANIC

By Grace E. Hall

Oh, patient toiler, your unclaimed praise

I would my halting pen might here express!

We owe to you the ease of all our ways,

In countless spheres your excellence confess;

Your roughened hands, your garments crude and coarse

Your whole appearance speaking naught of ease—

I trace in speculation to their source,

And find a history in all of these.



You slave and build and fashion for us all,

Bring others' plans to form—as they could not;

In pleasant or in loathsome place, each call

You answer with your skill and strength and thought;

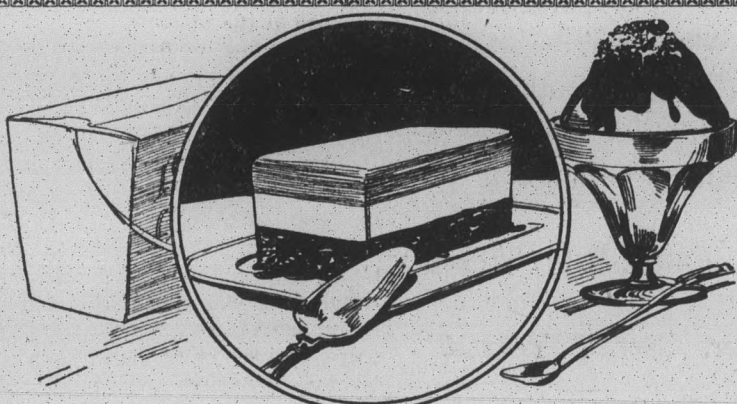
Yours is no path that roses bloom beside,

And scarred forevermore your hands must be,

Yet but for you had progress long since died,

And dreamers visioned castles—uselessly.

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Some prefer brick ICE CREAM, ICE CREAM delivered in gallons, others like it best dipped from the freezer, so we have both kinds in a variety of flavors. PRESCRIPTIONS carefully compounded by Registered Pharmacists.

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Sweet Oranges, 20c per dozen.

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We deliver any quantity, anywhere, at any time.



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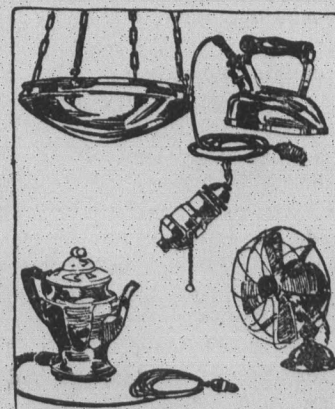
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RADIO Outfits a Specialty

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2044 India Street, San Diego

WET WASH—25 lbs. for \$1.00. No marking on the clothes. All clothes nicely washed, rinsed and blued.

SEMI-FINISH—7c per pound, and 1c a piece. Prompt delivery service.

ROUGH DRY — Family Dry Wash — 6c per pound, and all Flat Work finished at 1c a piece for everything in the bundle. No bundle less than 75c.

Satisfactory Service Guaranteed.

Dancing Every Night and Sunday Afternoon—Except Monday

BENBOUGH'S

OCEAN BEACH DANCE PAVILION

It's Not Far to a FABER Store

Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



"Sunwise Turn"

DINNER AND LECTURES

AMERICAN LITERARY ASS'N.

NEXT WEDNESDAY

One of the important literary events of the year will be the lecture by Madge Jenison, famous author of "Sunwise Turn," the non-fiction book which created a sensation when brought out last fall. Miss Jenison will be one of the principal speakers at the librarians' convention in Pasadena next week, and San Diego literary circles are agog over their good fortune in securing her for an evening here. Preceding her lecture a dinner in her honor will be given on Wednesday, April 30, by the San Diego Chapter of the American Literary Association, in the Pompeian room of the San Diego Hotel, to which all interested in literary and general cultural matters are invited. Arrangements for reservation must be made with the hotel before ten o'clock a. m. Tickets for the lecture are on sale now at Spreckel's Theatre Box Office and they can be procured on the evening of the lecture in the hotel corridor.

VISITOR HONORED

WITH BRIDGE PARTY

Mr. and Mrs. E. K. Burdette, of 2005 Bacon street, entertained with a bridge party last week in honor of Mrs. Charles Neilsen, a former San Diego girl, who has been residing for the past seven years in Yokohama, Copenhagen, and New York City, and who is spending the summer with relatives in San Diego and Lemon Grove. Other guests were Mr. and Mrs. Fred Leonard, Mr. and Mrs. Edward Rohde, Mr. and Mrs. Lamar Lee, Mr. and Mrs. W. H. Hicks, Mr. and Mrs. Erling Rohde, Mr. and Mrs. M. J. Hyde and Robert Burdette.

THE BEAUTY SHOP
Phone Point Loma 63-W.

VISITED MT. HELIX

ON EASTER SUNDAY

Among those from Ocean Beach who enjoyed the Easter services on Mt. Helix last Sunday were Mr. and Mrs. Charles H. Peltcher, Mrs. W. D. Feigley, Mrs. Armstead, A. C. Shepherd and family, and W. H. Clark and family.

NEAR THE BIG WHEEL

Mr. and Mrs. N. Bargman, who have been residing in San Diego for several years, will make their home in Ocean Beach in order to give their entire attention to their splendid amusement attraction, the new Ferris Wheel, on the ocean front.

ENGE-ARNOLD

A marriage license has been issued to Raymond A. Engel (22) of Point Loma, and Katherine Arnold (19) of National City.

VIOLET AND GOLD

Ocean Beach Scouts, Troop 29, held a hike and camp on the Mission Beach strand during the Easter vacation.

Mrs. T. J. Gardner left Thursday morning for San Francisco, where she will meet her husband, whose ship is due in that port on Sunday. When Dr. Gardner sails again, Mrs. Gardner will return to her father's home in Ocean Beach.

The Women's Mission Circle are having their "May Basket Party" at the Baptist Church this (Friday) afternoon. All are welcomed to the exercises.

E. G. Davies, general agent for the Overland automobile in this section, was a pleasant Beach visitor this week from San Diego and enrolled his name as a subscriber to "The Beach News."

Mr. and Mrs. C. M. Swenson have sold their home on Newport avenue to Fred C. Harrington of Hollywood, Calif.

EASTER VACATION

ENJOYED BY HOUSE PARTY

IN CUYAMACAS

Miss Elizabeth Shropshire and her mother, Mrs. Shropshire, of Point Loma, entertained a number of girls at their cottage at Cuyumaca Lake during Easter vacation. Hiking to North Peak and Middle Peak, up among the snow, and to Stonewall Gold Mine, were the main events. Those that enjoyed the house party were the Misses Nancy Yourtee, May Davidson, Dorothy Seaver, Gladys White, Phoebe Cook, Alice Hastings, and the hostess, Betty Shropshire, who was assisted by her mother, little brother, Billy, and Mrs. Ann Baker in entertaining.

MOTHERS' DAY cards at Froide's—opp. P. O.

MRS. RAY ERICSSON

MEETS AUTO ACCIDENT

While driving her large Chandler car on Del Monte avenue last Sunday, Mrs. Ray Ericsson narrowly escaped serious injury when her auto was struck by a street car as she was about to turn into Bacon street. Mrs. Ericsson's machine was caught between the track and the curb and the right forward end of the Chandler was badly smashed. It was later taken to the Ocean Beach Garage for repairs. Mrs. Ericsson has about recovered from the rather severe shock caused by the accident.

The O. B. Pharmacy specializes in looking after your family wants.

MRS. TURNER B. KLINE

UNDERGOING SURGERY

In order to obtain relief and cure of a serious organic disease, Mrs. Turner B. Kline, of Saratoga avenue, was transferred last Wednesday to St. Joseph's hospital for surgical treatment. Her many friends and "The Beach News" staff sincerely wish her a speedy recovery.

VISITORS FROM LOS ANGELES

Mr. and Mrs. Roy Farmer and their two children, of Los Angeles, spent a few days last week with Mr. and Mrs. Carl Schroeder at 4840 West Point Loma boulevard. Mrs. Farmer and Mrs. Schroeder are sisters.

FORMER RESIDENTS RETURN

Mr. and Mrs. J. W. Daniel, who went to Washington state last fall, have returned to Ocean Beach and have settled in their former home, No. 4, Crosby Cottage. They are advised to stay here "where the sunset turns the ocean's blue to gold."

FITTING BANKERS FOR THEIR WORK

Financial conditions are rapidly increasing the demand for trained men and women. This demand is met by the American Institute of Banking, the educational section of the American Bankers Association, organized in 1900. It was originally an association of clerks, but since 1903 its membership has included bank directors, officers and clerks. From a few hundred the institute's membership has grown steadily to a figure in excess of fifty-two thousand. It is not conducted for profit. It has chapters in more than one hundred and fifty of the country's largest cities. Its class enrollment of nearly thirty thousand is greater than the combined registration of Harvard, Yale, Princeton, Cornell, the University of Chicago and the naval and military academies at Annapolis and West Point. It offers instruction in banking practice, economics, commercial law, negotiable instruments, credits, accounting, bonds and investments, public speaking, and kindred subjects designed to fit the banker for his work and enable him to fill well his place in his community.—Clarence R. Chaney, President American Institute of Banking.

Hungry Wolves Invade Villages Near Naples

Naples—Wolves driven from the mountains by the cold weather have invaded villages surrounding Naples. Several of the beasts entered houses on the outskirts of the city, but were beaten off. They then invaded several barns, killing goats. Hunting parties drove the wolves back into the mountains.

WE CIRCULATE

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

Classified Ads Get Quick Results.

Miss L. Parmelee

Announces that she has on sale at FABER'S GROCERY STORES

CAKES, PIES, MUFFINS AND MARMALADE

Prompt attention to phone orders.

Miss L. Parmelee is now prepared to furnish, on short notice, any of her special home-baking products.

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PACIFIC BEACH Community League

Organized to Advance the Best Interests of Pacific Beach

H. OWEN, Chairman
PERCY ELDRIDGE Vice-Chairman

J. FOWLER, Sec'y-Treasurer
Regular meetings every first and third Monday evening at P. B. Reading Clubhouse.

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POLA NEGRI

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"THE CHEAT"

Also Comedy

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REGINALD DENNY

—in—

"THE LEATHER PUSHERS"

COLLEEN MOORE

—in—

"THROUGH THE DORK"

News and Comedy

Two Shows—6:45 and 8:45 p. m.

Admission 15c and 20c

SPECIAL

WED. and THURS.

JACKIE COOGAN

—in—

"LONG LIVE THE KING"

Admission Children 15c, Adults 30

Come Early—Show Starts at 7:15

OCEAN BEACH
Merry-Go-RoundYoung and Old, Rich and Poor, all
ride at same price, 5c each.

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Painting Contractor
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ESTIMATES FREE

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Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

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TURNER B. KLINE

1916 Bacon Street

Ocean Beach, Calif.

Phone: Point Loma 20-J

SUDS AND DUDS
of the
POINT LOMA
LAUNDRYAfter all is said
and done...
washing aint a
lot of fun!POINT LOMA LAUNDRY
Phone, Point Loma 378.
LAUNDRY CALLED FOR
AND DELIVERED.IF IT'S LAUNDRY WORK,
WE DO IT!—Wet Wash, Rough Dry,
Semi-Finish and Finish Work—

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

If your business isn't worth advertising—quit your business.

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach
Sections of San Diego and the
Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue
Ocean Beach, California

Phone Point Loma 17

KIRK SMITH... Editor-Owner

KATHERINE SMITH... Sec'y.-Treas.

2 CENTS

Legalized as an Official San Diego
City and County Newspaper

Subscription Price, \$1.00 a Year
IN ADVANCE

Single Copies... 5 Cents

Advertising Rates Upon Application

LOCAL READERS—Fifteen cents a

line, averaging five words to line.

CLASSIFIED ADS—Ten cents per

line, averaging five words to line.

"Entered as second-class matter Decem-
ber 1, 1922, at the Postoffice at Ocean Beach,
California, under the Act of March 3, 1879."

FRIDAY, April 25, 1924

News contributors and advertising
patrons will please take notice that
the forms of The Beach News close
at noon every Thursday and will
greatly oblige by submitting their
favors accordingly. Write on one
side of the paper only.

First Gun Fired In
Political Campaign

SHERIFF BYERS
ANNOUNCES HIS CANDIDACY
FOR CONGRESS

The thousands of friends and admirers of James C. Byers, the able and popular sheriff of San Diego county for the past six years will be happy to learn of his wise and worthy decision to become a candidate for the Republican nomination for congressman from the eleventh California congressional district. Sheriff Byers is in full accord with President Coolidge and announced his candidacy yesterday in most pronounced terms of loyalty to the Republican administration.

MICKIE SAYS—

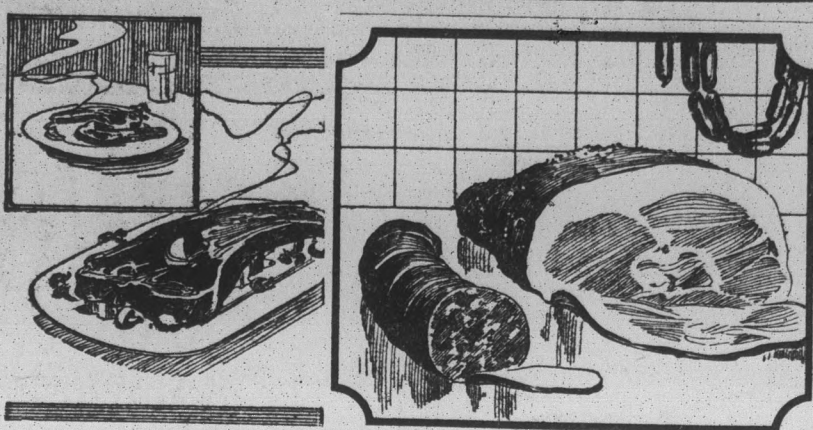
HOW'D YA LIKE IT?
IF YOU HAD TO LEAVE HOME AND
DEPEND ON YER FRIENDS TO
SEND 'TH' NEWS, WOULD A LETTER
EVERY TWO MONTHS SATISFY YOU?
IF YOU HAVE A FRIEND IN 'THIS
FIX, YOU HAVEN'T TIME TO WRITE
ALL 'TH' NEWS IN A WEEKLY LETTER,
BUT YA CAN EASILY HAVE 'THIS
NEWS' PAPER SENT
YIM



O. B. Library

MARGARET RANKIN, Librarian

The O. B. branch library makes a special feature of books of travel, the following having proved very popular: "In Quest of El Dorado," Graham; "Call of the Mountains," Jeffers; "Men, Maidens and Mantillas," May; "Ambling Through Arcadia," Towne; "By Camel and Car to the Peacock Throne," Powell; "Java and the East Indies," Carpenter; "From Tangier to Tripoli," Carpenter; "Egypt New and Old," Martin; "On the Gorilla Trail," Bradley; "Spanish Highways and By Ways," Bates; "Gypsying Through Central America," Cunningham; "Beautiful Switzerland," Lausanne.



STAPLE GROCERIES AT POPULAR PRICES

FABER'S Ocean Beach Grocery

Faber's Little Cash Grocery

Faber's Cash & Carry No. 3

FABER'S Cash & Carry No. 4, Mission Beach

WHY TRADE ELSEWHERE

WE CARRY THE BEST AND SELL THE CHEAPEST

TRADE AT HOME AND SAVE MONEY

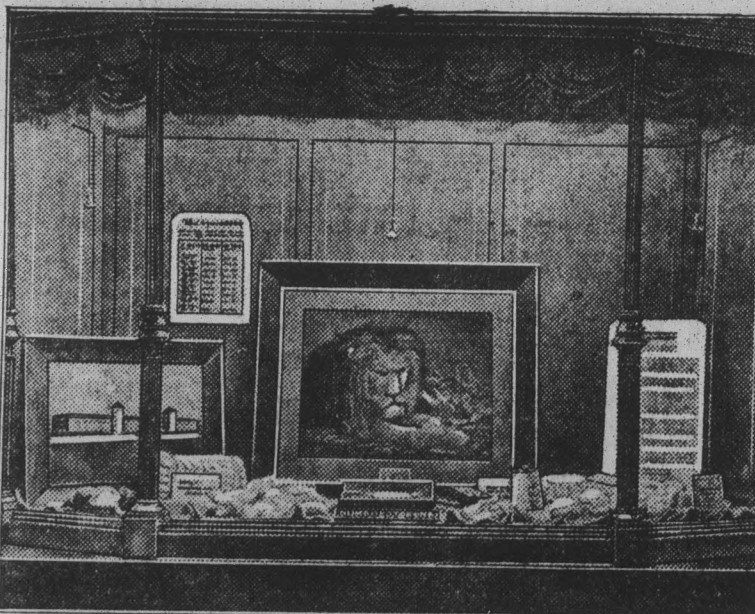
Old-Fashioned Bedrooms
Are Charming
"New-Fashioned" Heat
Makes Them Comfortable

The modern woman can really enjoy her bedroom because she can dress comfortably—due to the great convenience and economy of GAS HEAT.

Have a GAS HEATER for every room in your home. Quick, clean heat—as easy to start as to turn off.

Commercial Department
San Diego Consolidated Gas and Electric Co.
935 Sixth

MAIN 64

Byllesby Engineering and
Management CorporationModern Banking and How it Has Changed
From Pre-War Days

PERHAPS no branch of business has undergone such radical changes in the last decade and a half as banking; and if we extend the comparison back a quarter of a century the change is still more striking.

The banker of the last century held himself apart from the community in which he lived. He mixed with the few; confined himself exclusively to financial matters in dealing with the rest of the community, outside of a few intimates; never thought of rendering any service which was not strictly banking, and was particular about whom he permitted to open accounts with him, and especially, if he were a city banker, desired only large accounts, with big concerns. Those who had only a few dollars to bank must needs seek the safety of a venerable stock or ancient tea pot.

But the war came and with the war an appeal to the masses to buy Liberty bonds and the wonderful discovery was made that hidden in the unconventional "safe deposit boxes" above referred to and similar receptacles were millions, yes billions that no one knew existed. The banks awoke to a fact which the rest of the business world had long realized, that the small contributions of the many are even greater than the large contributions of the few. The result has been a complete change in the relations of bankers with the public.

Today the banker does not stand aloof from his neighbors and the community in which he lives; on the contrary he tries by every possible means to get in touch with them. He not only offers them inducements in a financial way to do business with him; but he seeks to attract them even with a line of advertising that his banking forerunners would not have thought of. Take, for instance, the Humboldt bank in San Francisco. Located on Market street where its doors are passed by thousands every hour, it utilizes its windows for attractive displays calculated to impress even the casual passerby with the financial opportunities the bank offers. Today we have a couple getting married and the suggestion that a wedding day is a good time to open a bank account appears in a part of the picture; tomorrow there is a stork bearing a baby in its beak: "Why not start an account for the baby so it will have a substantial sum to begin business with when it grows up?" is the suggestion. Or it is a scene recalling the fact that it is Lincoln's or Washington's birthday and that economy is one of the roads to success. Then we have the classic adaptation of the famous statue of the Laocoon with the recommendation that "Before you invest, investigate," or, as in the above picture, attention is called to the ceaseless activity of imitating its labors and quiet growth.

Formerly only large deposits were desired by the banker. Not so many years ago a prominent bank in San Francisco refused to open an account with a deposit of \$2,500 because the amount would not pay them to handle. Evidently the window exhibits of the Humboldt bank are not intended to attract millionaires or heavy depositors and attention is called to the fact that "you can start a savings account with a dollar." Quite a change from the days when only thousands could open a bank account.

Nor is the effort to attract business limited to exhibits in windows. Daily the newspapers are scanned for the list of births and weddings and letters are sent to the newly wedded pair, or to the happy parents, suggesting that bank accounts are valuable for both newly-weds and parents.

CLASSIFIED ADS

ONLY A DIME A LINE

TERMS CASH

Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

FURNITURE, sewing machines, gas ranges; lots of bargains; also Pianos and Phonographs, new and used. A friendly store—come in and get acquainted. PIERCE FURNITURE CO., 1961 Abbott street. We exchange for yours.

OCEAN BEACH CARPENTER

SHOP—All kinds of repair work done; building and remodeling; prices reasonable. Under new management. Call Pt. Loma 70-J.

STRAIGHT TALKS
WITH AUNT EMMY

On Getting Good Investment Advice.

"It seems to me that your mother is making a grave mistake in giving \$3,000 to set young Lang up in business," remarked Aunt Emmy, when Helen finished telling her of the wonderful plan Clarence Lang had for starting in business himself. "He is a likeable chap," Aunt Emmy continued, "and very pleasant at parties and such, but if he really were a good business man he wouldn't need his relatives or friends to set him up in business."

"Why not, Aunt Emmy?" queried Helen. "It doesn't take so much money, really, and he can get ahead so much faster. What's the use of being just a clerk if he has real ability?"

"That he has so much ability remains to be demonstrated," said Aunt Emmy. "If he were as competent as he has led you people to believe he is he would have no trouble getting himself financed by men who know the business he desires to venture into. There are any number of clever men who are willing to back ability and who will stand behind a man's achievements, financially, and take their share of the profit for doing it. Before your mother goes ahead she should consult her bank about making such a move."

"I don't see why, Aunt. The money is hers."

"Yes, but she did not earn it. She inherited it and I doubt if she has any real sense of its value. Her bankers know her financial situation and they can advise her."

"Well, I'll tell mother, but I don't think she will like it," said Helen. The next day Helen's mother came to see Aunt Emmy. "I took your advice, Emmy," she said, "and called on Mr. Allen at the bank and told him about what I wanted to do for Clarence. Mr. Allen made a lot of things clear to me. First of all he showed me that I am not rich enough to take unnecessary chances. He said practically what you told Helen—that an able man can get business backing in a strictly business way and he pointed out that my first duty was to my own home, and that I must consider those girls of mine before anyone else. Of course, that Clarence might not succeed never entered my head. But Mr. Allen pointed out that possibility. There are so many angles to a new business that I really didn't know about. Mr. Allen was so nice about it. He asked me to come in again whenever I was puzzled about money affairs."

"Well, don't forget that next time you want to use any of your capital. If more people would go to their banks for advice there would be far less money troubles in the world," advised Aunt Emmy.—ANNE B. AYMES.

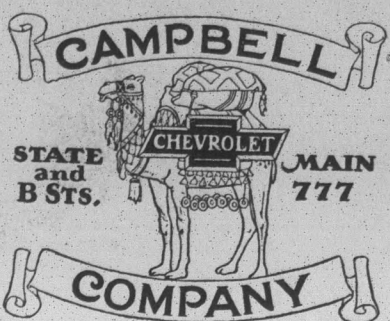
Man Drives His Auto 13
Years Without License

New York.—Frank L. Driver, president of the Driver-Harris company of Harrison, N. J., wire manufacturers, has been driving an automobile for 13 years without an operator's license. It was revealed when he was arraigned in the Orange police court for his first traffic law violation.

He was charged with failure to obey a traffic signal. Sentence was suspended and he was warned to get a license.

Thieves Take Car and Girl

Philadelphia.—A three-year-old child Virginia Leonard, left asleep in a motor car while her parents were visiting friends, had a wild ride when thieves took the car. The bandits abandoned the car after a seven-hour joy ride, and the child and car were recovered. "The bad men gave me candy when I cried," the child said.

The
Chevrolet
CornerSTATE
and
B STS.Where
Service
Counts

Religious News

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF
OCEAN BEACH

DeFoe Street at Santa Monica Ave

E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching
at 11 a. m. and 7:30 p. m. Bible
school at 9:45 a. m. Young People
Union at 6:30 p. m.

Wednesday—Mid-week meeting
for praise, prayer and conference at
7:30 p. m. All are invited to these
meetings.

Sunday, April 27—Morning; Ser-
mon, "After Easter—What?" An-
them, "Seeking for Me."

Evening: Sermon, "Piecemeal
Christianity." Anthem, "My Re-
deemer."

At the Sunday School hour the
Young Men's Club will be the guests
of Mrs. Close's class of young ladies.

Eleven new members were wel-
comed to the church on Easter Sun-
day.

UNION CONGREGATIONAL
CHURCH

(Corner DeFoe Street and Santa
Monica Avenue)

Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

The theme at the morning hour of
worship will be "The New Day." Special music will consist of the anthem, "Love Divine" (Jones), and a trumpet solo, "Spring Song" (Mendelssohn), by Bromwell G. Coultas.

The regular meeting of the Woman's Missionary Society will be held on Tuesday, April 29, at 2:30, in the church. Devotions will be in charge of Mrs. J. T. Smith. Items of interest from foreign fields will be given by Mrs. Lilian Douglas and others. Mrs. Florence McCoy will give a review of a portion of the Home Study Book, "The Child and America's Future." The hostesses will be Mrs. Early and the Misses Crafford. All friends are cordially invited.

CATHOLIC CHURCH
Cor. DeFoe St. and Saratoga Ave.

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;
Evening service, 7:30; Sunday
school, 9:30 a. m.

Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at
10:30 a. m.; Sunday school 11:30
a. m.

TRINITY MISSION EPISCOPAL
Sutcliffe Bldg., 1955 Abbott Street

REV. ARTHUR C. DODD, IN
CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.

"Beach News" ads. bring busi-
ness.

if it's in the line of
Printing

From a Visiting Card
to a Poster.

We Can Satisfy You With
Quality, Quantity and Service

JOB PRINTING DEPT.

The Beach News

Phone Point Loma 17
4829 Saratoga Avenue,
Ocean Beach, California

Subscribe for "The Beach News."



BEACHITES BLANKED IN FIRST GAME OF COUNTRY SERIES

In the presence of a couple of thousand or more of enthusiastic baseball fans at the Service Field on lower Broadway, Police Chief James Patrick tossed the first ball last Sunday afternoon inaugurating the opening game between the Ocean Beach club and the Logan Athletic Club

nine for the county championship. The local boys were unable to solve the twirling of Pitcher Lefty Nielson, of the Logan outfit, and gathered in a goose-egg, while their opponents tallied a total of eight. Several fine fielding features enlivened the game and our own Joe Vitek gave way after seven innings, being replaced by Terral on the mound. The errors were about evenly divided and credit should be given to the Logans for their splendid team work.

Second Game Sunday

Next Sunday on the same field the same clubs will play the second game of the county title series and the Beachites are preparing to put up a stiff battle to even up the percentage. BE THERE, and help 'em to win with your loyal rooting!

Three Boys Punished for Robbing Mail

New Orleans.—Three small boys, ten, eleven and twelve years old, pleaded guilty to tampering with and robbery of mail boxes and were sentenced in Federal District court to serve four years each in the government training school for boys at Washington, D. C. They are Harold Schultz, ten years old; Jesse James Musgrove, eleven, and Joseph Brown, negro, twelve. The boys were arrested recently by city police who caught them rifling a mail box.

SUPPOSED POOR MAN LEFT KIN \$103,533

New Yorker Bequeathed Estate to Scottish Relatives.

New York.—Robert Innes, who lived at the Mills hotel in Bleeker street and died in Bellevue hospital on May 14, 1922, was believed to be poor, but the transfer tax report of his estate filed here recently shows that Public Administrator James J. Frawley found assets of \$103,533, chiefly in cash, stocks and bonds. The public administrator also found that Innes was survived by a brother, John Innes, and a sister, Mrs. Isabella Inglis, both of Greenock, Scotland, who divided his estate equally.

The associates and friends of Innes thought that he had a few dollars in savings banks because he kept bank-books in a box at the Mills hotel, but he dressed poorly and left no personal articles worth while appraising. He had only \$13 in his possession when he was removed to Bellevue to die; his watch was nickel and the chain was brass.

The public administrator found that Innes had \$8,214 in five savings banks, and he discovered later that a safe deposit box rented by Innes contained bonds worth \$25,704 and stocks valued at \$65,058. Among the items were \$2,037 in United States Treasury notes; \$11,200 in Liberty bonds; \$3,000 in Kingdom of Denmark bonds; \$3,000 Santa Fe 4s, and \$10,000 Missouri Pacific 4s. His stocks consisted of 250 United States Steel common, \$24,750; 220 Atchafalpa railroad, \$21,835; 100 Southern Pacific, \$9,062; 100 Pacific Oil, \$6,500 and 300 Missouri Pacific common, \$6,725.

You'll Like "LOMA LORE" series.
SUBSCRIBE NOW!

N. Bargman's New All-Steel \$10,000.00 Ferris Wheel

Expertly Erected and Officially Inspected
Absolutely Safe for Young and Old
Exhilarating and Entertaining Ride in Comfortable Cars
Protected with Heavy Wire Screens and
Automatic Safety Appliances
Biggest and Best Outdoor Attraction at Ocean Beach

OCEAN BEACH PLUMBING COMPANY

Chas. H. Peltcher, Prop.
5068 NIAGARA AVENUE
Phone: Point Loma 152

Repair Work, Contracting,
Estimates
Plumbers' Supplies and Heaters,

Authorized FORD and CHEVROLET Service Ocean Beach Garage

HENRY EULBERG, Proprietor
4868 Newport Avenue PHONE POINT LOMA 77-W
BEST EQUIPPED FOR SERVICE
AUTOMOBILE REPAIRING
Two Blocks East of Dance Pavilion

OCEAN BEACH LUMBER COMPANY

Lumber, Cement, Roofing Paper
Office, Yard and Mill — Muir Ave. and Ebers St., O. B.
W. H. RABSAHL, Manager

Lumber, Shingles, Laths, Lime, New office and extra warehouses
Cement, Roofing Material, Wall have been constructed corner Ebers
Board, Etc. street and Muir avenue.
Lumber Estimates Cheerfully Given Phone, Pt. Loma 40-J

Classified ads. get quick results

The Beach Is Growing BIGGER, BETTER AND BUSIER

It's Not Far to a FABER Store

The MISSION BEACH

\$2,000,000.00 Development

Program Insures for San Diego's Finest BEACH
Section a Growth and Prosperity rivaling that of
Los Angeles beach cities.

Don't Watch Mission and
Ocean Beaches Grow—
Grow With Them!

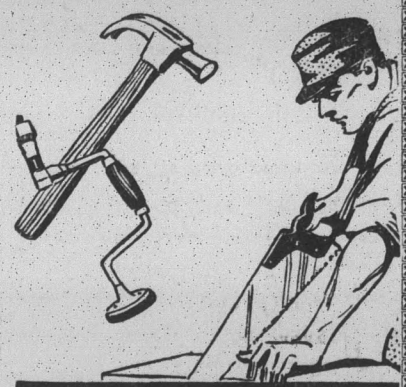
MISSION BEACH COMPANY
101 Broadway, Spreckels Theatre Building,
S.E. Cor. Broadway and First St., San Diego.
G. L. Barney—SALES AGENTS—T. A. Rife
TRACT OFFICE OPEN DAILY

Get our prices on PAINT.

H. H. REID & SON

Paints, Hardware and
Household Supplies
STANLEY 4-SQUARE
HOUSEHOLD TOOLS

See Our Window Display
5050 Newport Avenue
Phone: Point Loma 49



Who's Who in Officialdom

SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.
Common Council—John A. Held, Fred A. Heilbron, Virgilio Bruschi, Harry K. Weitzel, Don M. Stewart.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Street—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hazell.
Tenement House and Plumbing Inspector—A. C. Goeddel.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
City Justice—Claude L. Chambers.
Foundmaster—C. K. Maurin.
Chief Janitor City Hall—E. J. Baehr.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell.
Superintendent, C. A. Kane.
Board of Health—Dr. R. J. Pickard, Dr. Marjorie Potter, Dr. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lessem.
Secretary, G. H. Sieverling.
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commission—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—Joseph Brennan.
Playground Commission—M. F. Heller, William A. Roffe, H. C. Miller, Mrs. Celia A. Dunham, Mrs. Harriet B. Haskell. Superintendent, Frank H. Ehmeke.
Board of Education—Claude Woolman, Edgar F. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Crouse, Secretary, Will Angier.
Board of Park Commissioners—W. T. Johnson, Hugo Klauber, John F. Forward, Jr.
Superintendent of Parks—J. G. Morley.
Executive Secretary—A. S. Hill.
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lipsett, W. R. Wheeler. Librarian, Althea H. Warren.

Subscribe for "The Beach News."
WE CIRCULATE

SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Bailey.
District Attorney—Chester C. Kempley.
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.
Assessor—George W. Moulton.
Treasurer—George W. Heston.
Tax Collector—Herbert A. Croghan.
Recorder—John H. Perry; chief deputy, N. C. Parsons.
Public Administrator—Edwin Reed.
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shes.
Surveyor—Ernest R. Childs.
County Supt. of Schools—Ada York.
Superior Court Judges—Dept. 1, S. M. Marsh; Dept. 2, W. P. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley, 5th district.
Justices of the Peace (San Diego Township)—Lacey D. Jennings, Dept. 1; Charles B. Delong, Dept. 2.
Constables (San Diego). Geo. H. Cooley, Harry E. Webber.

POSTOFFICE SCHEDULE H. K. Rankin, Postmaster

* Mail arrives 10 a. m., de-
* parts 11 a. m.; arrives at 4 p.
* m., departs at 4:30 p. m. Mail
* closes fifteen minutes before
* departure. General delivery
* open 8 a. m. to 6 p. m., except
* on Sundays and legal holidays.

FIRE! FIRE!! FIRE!!!

In the event of fire or any
emergency requiring the serv-
ices of the Ocean Beach Fire
Department
Phone 622-44

POLICE! POLICE!!

The Police Station is lo-
cated on Abbott street,
foot of Santa Monica avenue,
and the phone number is
Point Loma 4.

Prosperity!—Feel it, talk it,
know it—Advertise!



BEAUTIFUL WORK

Each piece of Laundry work in-
trusted to us receives the same care-
ful attention you would give it your-
self, with the added service which
we can give due to our up-to-date
equipment and experience.

The American Laundry

HARRY C. WING, Prop.
5360 Niagara Avenue
Phone Point Loma 31

Look for our solicitor—he has a
PERSONAL MESSAGE for you.

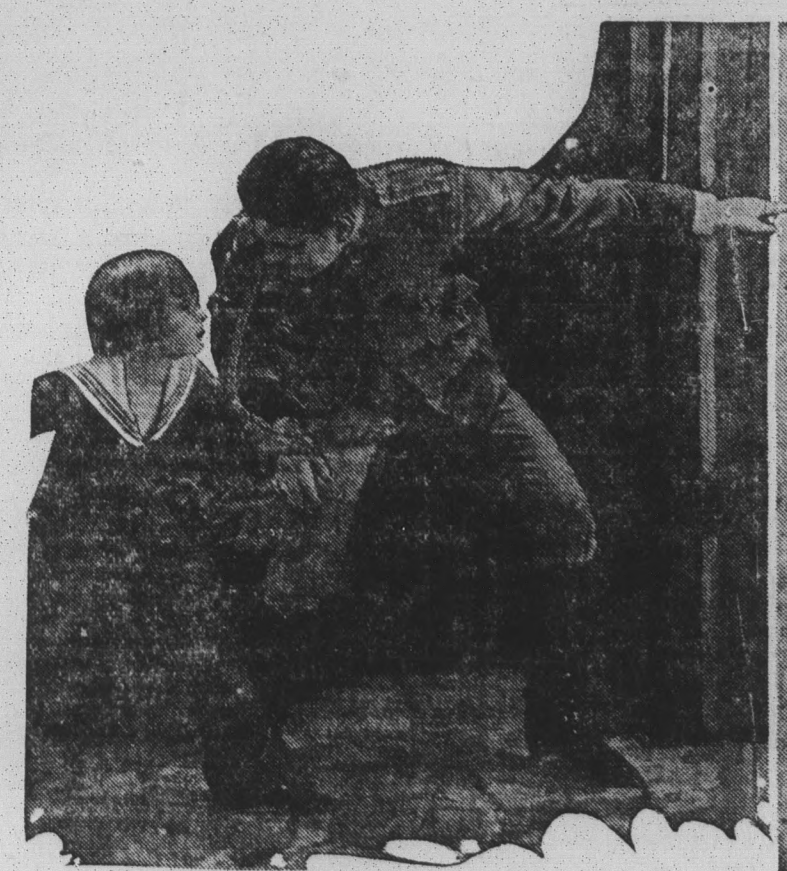
OCEAN BEACH MARKET

Sugar, 10 lbs. 95c Burbank Potatoes, 7 lbs. 25c
Large Carnation 10c All kinds of Fresh Vegetables,
Armour Milk, can 9c Imported Olive Oil, Italian Cheese,
New stock of GROCERIES. Spaghetti and Macaroni.

BUY HERE and SAVE MONEY The NEW O. B. MARKET
5065 Niagara Avenue Phone, Point Loma 106 M-K.

JOE'S Economy MARKET

Next to O. B. Dance Pavilion. SATISFACTORY SERVICE
Burbank Potatoes, 7 lbs. 25c Special sale Apples and Oranges
Fine Yellow Bananas, 2 lbs. 25c at Popular Prices.



JACKIE COOGAN in "LONG LIVE THE KING"

TOP-NOTCH BOOKINGS

AT OCEAN THEATRE

The current high-class bookings at
the Ocean Theatre warrants the con-
tinued attendance of large audiences.
For tomorrow (Saturday) Manager
Ray Ericsson has secured Pola Negri
in "The Cheat," and on Sunday Reg-

inal Denny will be seen in "The
Leather Pushers," as well as Colleen
Moore in "Through the Dark." With
news and comedy added it will surely
be "some program!"

For the mid-week special, the fa-
mous Jackie Coogan will appear in
"Long Live the King," and it will be
advisable to go early in order to get
a good seat.

Phone or send your orders for
PRINTING, from the smallest card
to a poster, to The Beach News, for
service and satisfaction.

Don't Miss "LOMA LORE" series
By Winifred Davidson

Subscribe for "The Beach News."
First and foremost a home paper.
We appreciate your patronage.

Please mention The Beach News
in your dealings with the patrons of
our advertising columns.